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(57) Abstract: The invention provides a cellular proliferation assay for a compound acting through erbB-2 which comprises: i) a cell comprising erbB-2 and erbB-3 and said cell is responsive to ligand stimulated cell proliferation under conditions suitable for cell proliferation; ii) a first ligand which is a ligand for erbB-3 capable of inducing proliferation by the cell; iii) mixing i) and ii) in the presence and absence of compound; iv) measuring whether the compound has any effect on reducing cell proliferation.